



A national strategy for engagement with the sciences

## Inspiring Australia NSW Sponsorship Guidelines

As the national strategy for community engagement with science, technology and innovation under the Australian Government's National Innovation and Science Agenda, Inspiring Australia's national and regional programs promote public participation in a wide range of science, technology and innovation initiatives.

Through delivery of a diverse program under contract with the Commonwealth Department of Innovation, Industry and Science and the NSW Government, the Inspiring Australia program in NSW is guided by three principles:

1. Building capacity through collaboration to optimise existing programs
2. Developing imaginative and innovate approaches to science engagement
3. Facilitating networks and relationships.

In line with these principles, Inspiring Australia works to establish significant partnerships with stakeholders across government, business and the community.

Through creating new opportunities for scientists to connect with general public audiences to share their research knowledge, a key goal is to improve scientific literacy and promote greater awareness of NSW-based researchers. The initiative also seeks to promote understanding of why research investment is critical for Australia's future.

### Funding support

Inspiring Australia provides funding in three ways:

1. The initiative runs an annual NSW Regional Science Grants program to build capacity and develop networks across NSW.
2. The initiative provides support for year-round activities delivered by NSW Regional Science Hubs.
3. Significant funding is available to large NSW presenters that can create accessible and entertaining educational experiences, events or event series that have the potential to attract new audiences for scientists.

## Sponsorship

From time to time, opportunities arise for Inspiring Australia NSW to partner with event presenters that have the potential to attract new audiences that may not ordinarily participate in science engagement activities.

These guidelines have been developed to guide assessment of ad hoc funding requests.

## Eligibility

Inspiring Australia will consider expressions of interest from established presenters that have a proven track record in catering to large audiences. The purpose of any sponsorship proposal must include to introduce science themes into large-scale events or to connect science to big audiences.

Events that have potential to attract people who may not ordinarily participate in or have access to science outreach programs will be highly regarded.

In order to qualify, applicants must demonstrate

- Proven experience in attracting the target audience
- Capacity to deliver professionally managed events
- Capacity to pivot events to online delivery formats as necessary according to COVID-19 restrictions and public health orders
- Capacity to manage and acquit funds
- A plan for how NSW scientists will be incorporated into event programming
- A realistic estimate of the intended reach of the activity to be sponsored
- A plan for evaluating the impact of the activity to be sponsored.

Inspiring Australia NSW welcomes applications from arts, cultural and regional festivals, large producers of sporting events and presenters of events delivered by local government or popular entertainment venues. Event series will also be considered subject to the applicant's ability to reach large audiences and/or develop new audiences for science presenters.

Sponsorship will only be considered for events that either attract large numbers of people or strategically engage new audiences for science.

## What funding can be used for

- Payment of sole contractors, performers and presenters
- Travel expenses
- Production and marketing expenses
- Documentation e.g. video production.

Applicants must submit a detailed budget as part of their sponsorship proposal. While it is permissible for applicants to charge people a fee to access the event, they agree to provide a free allocation for Inspiring Australia stakeholders.

Applicants will also be encouraged to consider working with local contacts suggested by Inspiring Australia where appropriate, including members of the NSW Regional Science Hub network, regional universities and research institutes.

**The Committee may elect not to provide the full amount requested.**

Sponsorship recipients will be required to:

- Comply with the contractual obligations for sponsorship
- Acknowledge Inspiring Australia's funding support and display Inspiring Australia's logo
- Complete budget acquittal forms
- Collect feedback from audience members to evaluate the funding provided.
- Provide digital images and/or video footage to showcase event.

## Selection Criteria

The NSW Executive Committee will assess sponsorship requests against these criteria:

- New audience reach of proposed event and value for money
- Ability of applicant to pivot events to online delivery formats as necessary according to COVID-19 restrictions and public health orders
- Range of project partners, with supporting letters
- Target demographic for funds and alignment with Inspiring Australia NSW objectives
- Opportunities to involve NSW researchers and members of NSW Regional Science Hubs
- Legacy value of contribution
- Branding opportunity for Inspiring Australia
- Framework to measure the success of event
- Network building opportunity for Inspiring Australia.

## How to apply

Please direct your inquiry in the first instance by email to:

**Meredith Hall**

Manager, Inspiring Australia (NSW)

E [meredith.hall@sydney.edu.au](mailto:meredith.hall@sydney.edu.au)

If you are considered eligible, you will be invited to complete the Sponsorship Request form below and send it [inspiring.nsw@sydney.edu.au](mailto:inspiring.nsw@sydney.edu.au)

## Request for Sponsorship

### Applicant details

<b>Name of organisation</b>	
<b>Address</b>	
<b>ABN</b>	
<b>Name of Applicant</b>	
<b>Position</b>	
<b>Contact details</b>	Phone: Email:

Give a brief description of your initiative:

What experience do you have in delivering large scale public events?

Proposed date and time for event:

Performers/presenters to be part of event:

Partners:

How will you ensure diversity in programming?:

Target audience for event:

Expected audience numbers:

How will you promote the event for which you are seeking sponsorship?

How will you measure the success of your event?

Describe the opportunities your event has to involve researchers from NSW and members of NSW Regional Science Hubs

What branding opportunities will be available for Inspiring Australia?

Describe how you will pivot events to online delivery formats as necessary according to COVID-19 restrictions and public health orders:

## Joint applications

We recognise that some organisations may want to join together as a group to deliver a project. In these circumstances, you must appoint a lead organisation. Only the lead organisation can submit the application form and enter into the grant agreement with the Commonwealth.

The application should identify all other members of the proposed group and include a letter of support from each of the project partners.

Each letter of support should include:

- details of the project partner
- an overview of how the project partner will work with the lead organisation and any other project partners in the group to successfully complete the project
- an outline of the relevant experience and/or expertise the project partner will bring to the group the roles/responsibilities the project partner will undertake, and the resources it will contribute (if any)
- details of a nominated management level contact officer.

## Budget

Please use this template to provide the budget for your submission.

Where possible, please details of other sources of funding, including sponsorship and ticket sales.

All figures should exclude GST.

Funding amount requested from NSW Executive Committee

\$

Other funding sources available towards this event (e.g. cash contribution from sponsor, partner contributions and ticket sales).

\$

Project Item	Amount requested from NSW Executive Committee	Other contributions
<b>Labour</b> <i>e.g. guest speakers, specialist contractors etc.</i>		
<b>Production costs</b> <i>e.g. materials, hire fees, venue catering etc.</i>		
<b>Marketing/media/promotion</b> <i>e.g. printing, advertising, etc.</i>		
<b>Administration and overheads</b> <i>e.g. permits, insurance etc.</i>		
<b>Other</b> <i>(please specify)</i>		
<b>Total amount</b>		

Please email this completed form to [inspiring.nsw@sydney.edu.au](mailto:inspiring.nsw@sydney.edu.au)